



# PARKS AND RECREATION

2004/05 FISCAL UPDATE



## DIRECTOR'S MESSAGE



**Judy Weiss**  
**PARKS AND RECREATION DIRECTOR**

This past year marked great accomplishments including winning an unprecedented third National Gold Medal, the most prestigious award in the Parks and Recreation profession, and achieving our 10-year CAPRA re-accreditation. A pilot agency in 1994, Scottsdale Parks and Recreation has shown continuous improvement based on these national standards of best practices, and still stands as the only city in Arizona to claim this distinction.

In 2004, Scottsdale also participated in *Sports Illustrated* Magazine's 50th Anniversary by being recognized as Arizona's Sports Illustrated Sports Town. This award recognized Scottsdale's commitment to outstanding facilities and programs for our active citizenry.

In addition, over 1.6 Million dollars have been granted, donated, or sponsored for various programs, facilities, projects and services over the past two years. All of these accomplishments are the results of hard work. It is great to be recognized but we cannot rest on our laurels.

I look forward to even greater success in the upcoming year as two major recreation facilities, the CAP Basin Sports Complex and McDowell Mountain Ranch Park and Aquatic Center, come online to service our citizens. Balancing our unique geography, Chaparral Park, the Eldorado park ballfield complex, and Yavapai softball field, in southern Scottsdale, will also receive major upgrades.

We look forward to assisting with the City revitalization efforts, building new and stronger relationships with our partners, strengthening volunteerism, taking the lead on our community's health initiative, and further implementation of our Parks Master Plan. Thank you to all of our staff who works so hard all year to provide innovative, cutting edge recreation programs and facilities to our residents and we look forward to the 2005-2006 fiscal year!



## VISION

The quality of life for all Scottsdale citizens will be enhanced with the provision of innovative programs, superior service, efficient maintenance activities, and collaboration working toward excellent customer satisfaction.

## MISSION

The Parks and Recreation Division provides exceptional recreation experiences to enrich the quality of life for our Community.

## SERVICES

- Conduct recreational classes and programs at parks and community centers
- Staff parks and Recreation Commission
- Recruit and manage volunteers
- Provide positive leisure activities for youth, teens and adults
- Manage parks and recreation facilities
- Produce community special events and programs
- Plan for future parks and recreation facilities and programs



# ORGANIZATIONAL STRUCTURE



## D I V I S I O N   A W A R D S   &   R E C O G N I T I O N

### **CAPRA Accredited Agency**

The City of Scottsdale Parks & Recreation Department is a Nationally Accredited Park and Recreation Agency as conferred by the National Commission for Accreditation of Parks and Recreation Agencies (CAPRA), and sanctioned by the American Academy for Parks and Recreation Administration and the National Park and Recreation Association. Scottsdale has been accredited since 1994 and is the only city in Arizona to have achieved such an honor.

### **National Gold Medal Award Winner**

Scottsdale's Community Services Department is a three-time recipient of the prestigious National Gold Medal Award sponsored by the National Sporting Goods Association and the National Sports Foundation. The award recognizes excellence in the areas of long-range planning, service provision, financial management, relationships with community organizations, environmental and natural resource management, community involvement, and the ability to meet the recreational needs of the community.

### **Sports Illustrated Sportstown USA**

*Sports Illustrated* Magazine and the National Recreation and Park Association selected the City of Scottsdale as the one Arizona City worthy of the Sportstown recognition as part of their 50th anniversary celebration. Selection was based on a community's involvement in facilitating and enhancing quality sports.

### **Tree City USA (1983-2004)**

National Arbor Day Foundation

### **Medallion Award—Indian Bend Wash (2000)**

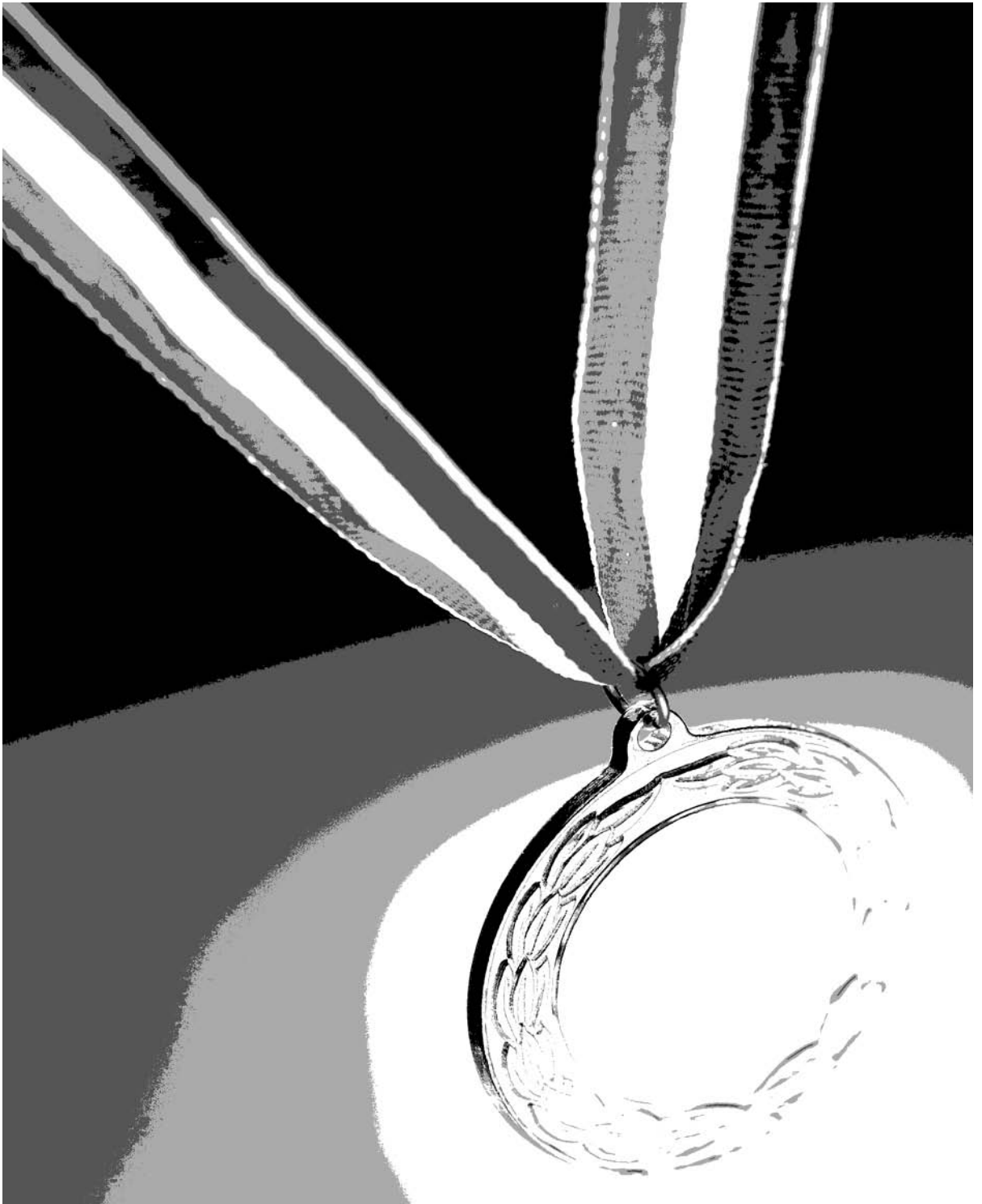
Named "One of the finest people places in the country" by American Society of Landscape Architects

### **Natural Resources Award - Pinnacle Peak (2002)**

Arizona Parks and Recreation Association.

### **50 Top Attractions by Child Appeal (2004)**

McCormick-Stillman Railroad Park, Parenting Magazine.



## STRATEGIC DIRECTION

### Focus on Youth and Family

*Goal: To increase focus on activities and programs that are youth and family oriented.*

#### STRATEGIES

- Provide recreation experiences that bring families together.
- Provide a wide spectrum of recreation programs that focus on youth and teens.
- Partner with Community Health organizations such as Scottsdale Healthcare to offer programs that help educate and combat obesity, diabetes and other health related problems.
- Explore expanding programs that focus on teens.
- Explore expanding programs that serve pre-school children.

### Outreach/Marketing

*Goal: To increase community awareness about available valuable programs.*

#### STRATEGIES

- Initiate greater emphasis on marketing and outreach.
- Focus on using the City's Web site to maximize efficiency.
- Explore electronic subscription newsletters for Parks and Recreation programs and services.
- Develop a special focus on those residents not currently participating.

### Customer Service

*Goal: To serve our community by going from good to great.*

#### STRATEGIES

- Design a training program through Scottsdale University that focuses on professional ethics, customer service and professional development programs for division staff.
- Explore a "mystery shopper" program to improve and increase customer service levels.
- Strengthen the customer service ethic to all levels of staff.
- Ensure accountability focused on measurable results.

### Fiscal Responsibility

*Goal: To plan, monitor and evaluate expenditures; to be fiscally responsible with resources; and to enhance revenues where feasible.*

#### STRATEGIES

- Seek out new partnerships and explore regional partnering opportunities for funding.
- Explore the creation of a Parks Foundation.
- Develop Master Agreements with the Paradise Valley and Cave Creek School Districts for joint use opportunities.
- Continue to be aggressive in leveraging funds through grant opportunities.
- Develop a volunteer corps to assist with limited resources.

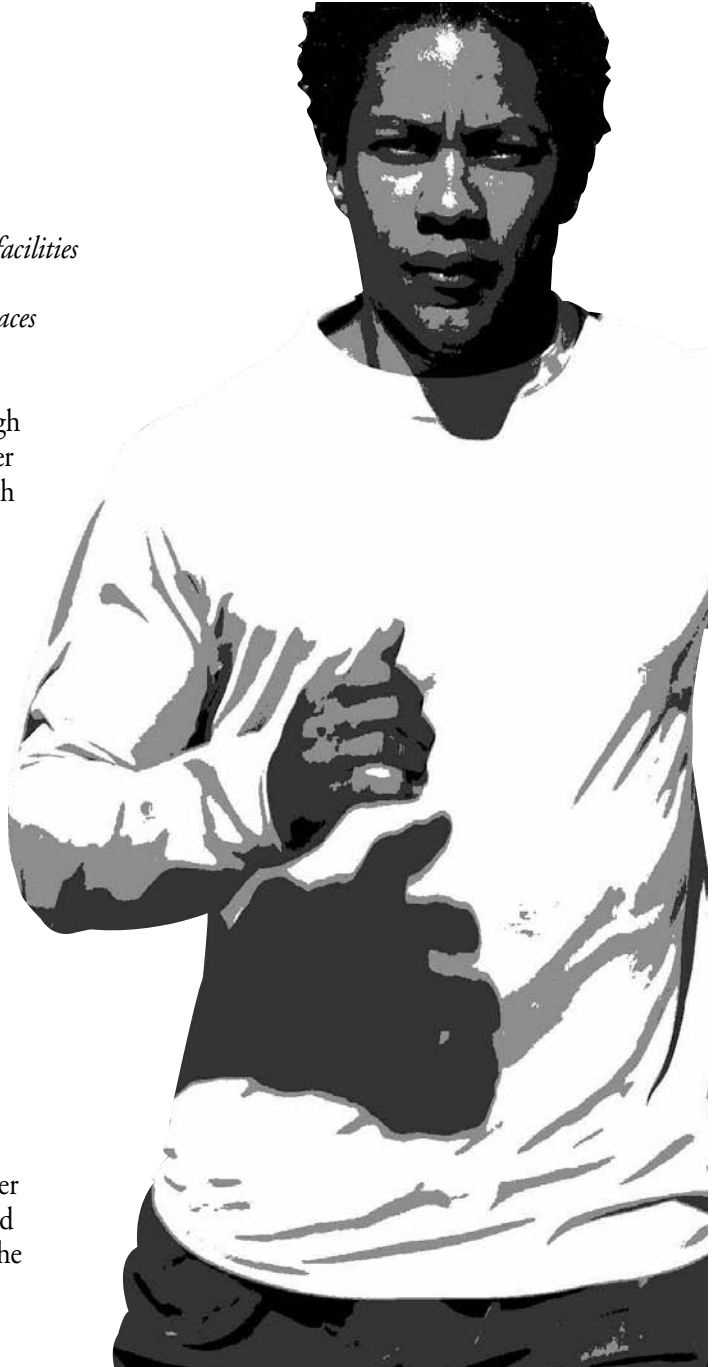


## Quality of Place

*Goal: To provide recreation programming and facilities that serve as opportunities for leisure education, socialization, and physical wellness in public spaces and that are safe, fun, clean and welcoming.*

### STRATEGIES

- Enhance aging public infrastructure through resources provided by Bond 2000 and other means of accomplishing improvements with emphasis on facilities, parks, lakes, and recreational amenities.
- Partner with the Scottsdale Police Department to re-develop an urban park police unit to enhance a feeling of safety throughout the park system.
- Be conscious of the unique desert environment and plan and design accordingly.
- Work with the Scottsdale Downtown Group to be involved in programming of downtown events as the Waterfront project moves forward.
- Realize the continuing need expressed by residents for close to home, lighted recreation facilities, and attempt to meet those needs by gaining public input and consensus for new or refurbished recreational amenities.
- Provide programs that bring people together including events, adult leisure activities, and recreation programs to meet the needs of the community.



## FY 04 / 05 GOALS & STRATEGIES

### Employee Support

*Goal: To provide employees the tools, training, information and equipment to become more effective within the organization.*

#### STRATEGIES

- Align staff expertise and strengths with the identified needs and demands.
- Communicate professional development opportunities and support employee involvement.
- Encourage staff to experience different upward mobility when opportunities arise.
- Develop the best employees to support mission and goals.
- Provide a secure workplace environment.

### Technology

*Goal: To increase the utilization of technology to be as efficient and productive as possible.*

#### STRATEGIES

- Bring “wi-fi” (wireless fidelity) computing technology to our public facilities.
- Expand current technology center venues and explore funding for expansion into other public places.
- Explore partnerships with others such as the Cox Education Network and the Scottsdale School District.
- Provide residents with an increased range of public facilities to access technology.
- Utilize technology to increase productivity and outreach efforts.



## 2004 - 05 HIGHLIGHTS

### Adapted Recreation

- Inclusion services resulted in 8,646 Customer Contacts for the fiscal year.
- Hosted the 2004 Special Olympic Fall Championships including swimming, softball and opening ceremonies at the Scottsdale Stadium with over 700 athletes in attendance.
- Bowling and Track offered as two new Special Olympic sports this year.
- Participated in the Special Olympic Torch Run with the Scottsdale Police Department on May 6th.
- The Adapted Recreation Teen Connection program conducted the Annual Holiday Art Fest featuring artwork, songs and readings and a Disney Dinner Theater April featuring acts from Disney songs and movies.

### Aquatics

- The general pool attendance for the fiscal year was 324,062 and 38,000 patrons attended learn to swim lessons.
- Completed renovations of Chaparral Pool and Building including upgrades to the heating and cooling in the locker-room and staff areas, concession area, additional shade structures, and improved safety and sanitation systems.
- Held ground breaking ceremony for McDowell Mountain Ranch Aquatic & Fitness Center.

### Volunteers

- Summer Youth Corps engaged 156 middle and high school youth who provided over 11,500 volunteer hours and an estimated \$78,000 worth of services to various city offices, programs and special events.
- Handlebar Helpers recruited volunteers who provided over 2,500 hours of service to help repair bicycles for residents.
- Trail Volunteers provided over 4,000 volunteer hours monitoring visitors, improving and repairing trail segments, and providing interpretive programs at Pinnacle Peak Park.
- Eagle Scouts, service clubs and local volunteers added a second rest area and repaired .5 miles of eroded trail segments at Pinnacle Peak.

### Community Recreation Services & Facilities

- Handlebar Helpers: 10 Year Anniversary for the Earn a Bike Program. This program benefited from over 2,500 hours of volunteer service to repair bikes, and 25 young apprentices, ages 13-17 put in over 850 hours reconditioning bicycles. Over 80 affordable bicycles sold to ASU Students, raised \$1,600.
- Connect With Your Neighbor: Over 1,250 residents participated in Neighborhood Block Parties, Holiday Parties and Carnivals where they could meet their neighbors, participate in recreational games and activities, learn about local Park and Recreation programs.

## 2004 - 05 HIGHLIGHTS

- G.A.I.N. Night: (Getting Arizona Involved with Neighborhoods). Over 500 participants attended Gain Nights at Grayhawk & Paiute Neighborhood Parks.
- Holiday Harmony: 2,500 community members visited downtown Scottsdale to celebrate the holiday season with musical performances, games and activities, refreshments and an address from Mayor Manross.
- Family Fun Factor Events: A total of four events held at various neighborhood parks offering friendly competition and challenges for neighbors of all ages. Over 300 participants attended these events that were structured to create family and neighborhood interaction.
- Movie Nights: Families enjoyed the excitement of big screen movies in an outdoor park setting throughout the month of March.

### TEEN PROGRAMS

- Scottsdale provided daily activities and events to a regular attendance of approximately 150 youth ages 13-17 at Horizon and Vista del Camino Park.
- Offered teens academic assistance, career development, healthy lifestyle choices and over 35 different excursions, special events, and volunteer opportunities.
- This year a group of 10 teens attended the Northern Arizona Summer Scholars Program, living in dorms and attending college-type classes and seminars on meteorology. The teens will be developing a weather station to be housed at Vista del Camino Park as an outcome of this program.

### Special Facilities

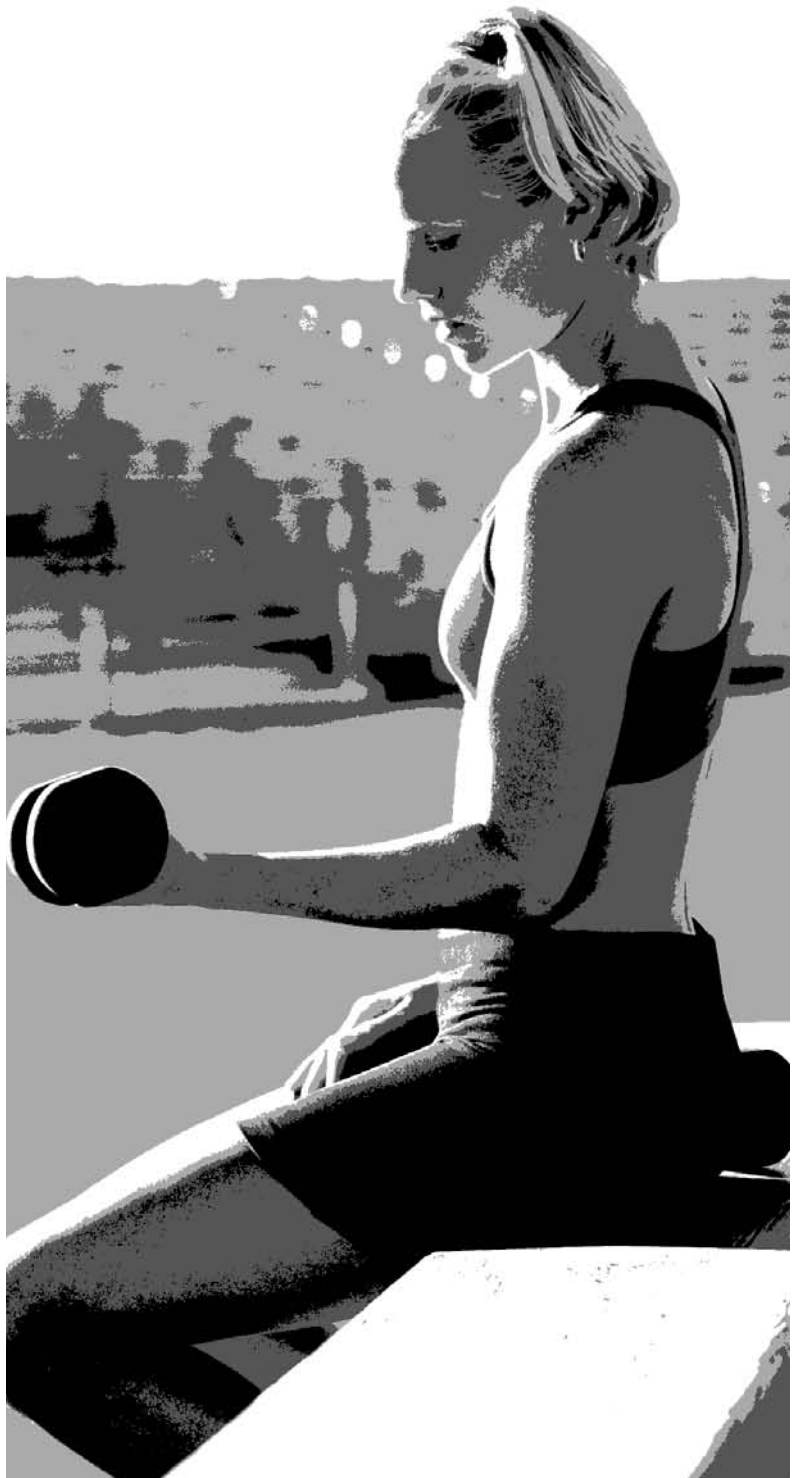
#### MCCORMICK-STILLMAN RAILROAD PARK

- Named one of the top 50 theme parks in America.
- A new shade structure over the playground was made possible through a \$40,000 donation matched with an additional \$40,000 by the Scottsdale Railroad and Mechanical Society.
- APS became the official sponsor for the Holiday Lights program reaching a record high attendance of 29,436 people to the park to view the spectacular light show and enjoy the rides and activities in the park over the holiday season.
- Completed restoration of the historic Maricopa Depot and began design for a new meeting facility using two renovated box cars.

#### SCOTTSDALE STADIUM

- Scottsdale Stadium hosted over 90 rental groups and 300 bookings including events such as the Arizona Fall League, Summer Youth Baseball, Southwest Salsa Challenge, ALECA Police K-9 Trials, Strong Beer Festival, Arizona Baseball Charities Celebrity Game, City Meetings, and Charros Youth Luncheon.
- The Fall and Spring Stadium Starlight Sleepovers, held in October and May, were both a huge success with over 220 participants registered for each event. Campers enjoyed a night under the stars filled with outdoor crafts, games, wild animals, a movie, and delicious food.

- Two Arizona Fall League Teams, the Grand Canyon Rafters and Scottsdale Scorpions, played a 36 game home season from October 5 - November 20, 2004. The two teams recorded a combined total attendance of 12,392 fans and generated over \$9,500 in concession revenue.
- During the 2005 Spring Training season, the San Francisco Giants averaged more than 10,500 fans per game and recorded 11 sellouts during their 14 game home season.
- Two exciting achievements were also celebrated including the 50 year anniversary of baseball in Scottsdale and the signing of a new 20 year agreement with the San Francisco Giants.



## 2004 - 05 HIGHLIGHTS

### Sports and Fitness

#### TENNIS CENTERS

- Provided Tennis Lessons for 954 youth, and 1409 adults.
- Registered 1665 participants for tennis league play and 339 teams for sand volleyball league.
- Registered 336 participants for the Youth Sports Camp at Mohave School.
- Hosted the Jeff Meyer Memorial Junior Open with 98 youth participating, USTA Boys Winter Super Nationals with 128 youth vying for the US Open, and Senior Fiesta Bowl National Tennis Tournament.
- Rebuilt courts 9 and 10 at Scottsdale Ranch; resurfaced 15 courts at tennis centers, community parks and neighborhood parks.

#### YOUTH SPORTS

- Offered instructional and competitive programs to 2087 youth in basketball, volleyball, flag football, and track & field.
- Hosted the District #6 and Arizona State Little League Tournament, Pop Warner Football, Mountain View Little League, Arcadia Soccer and Fall Baseball programs, and the Arizona Diamondbacks Youth Clinics.
- Annual Youth Basketball Camp at Indian School Park registered 336 participants.
- Intramural Program offered for middle school students as part of a partnership with the Scottsdale Unified School District and the Scottsdale Charros who contributed a grant of \$25,000 to provide this program to 200 participants.

- Coaches Certification through the National Youth Sports Coaching Association was conducted throughout the year with a total of 131 youth coaches certified.

#### ADULT SPORTS

- Reached a record high of 973 teams: 734 softball, 150 basketball and 89 flag football teams.
- Trained and certified 41 sports officials.

#### SPORTS FIELD ALLOCATIONS

- Adoption of the new Sport Facility Allocation Policy and Partnership Funding Policy.
- Managed over 68,600 hours of sports field rental hours.
- Permitted field space for 123 youth sports organizations.
- Installed new sport field lighting at Supai Middle School Fields.
- Received a \$10,000 grant from Fox Sports Network and the Arizona Parks and Recreation Association for Mountain View Park's softball field renovation.
- Partnership Funding Projects included the Cochise Field improvements for a total \$275,000, Thunderbird Park improvements for a total of \$30,000, Aztec and Scottsdale Ranch Park improvements of \$30,000.

### **Youth Activities & After School Programs**

- After School Programs were enjoyed by over 500 children at 5 school sites, and 3 park sites. Activities included arts and crafts, sports, games, health and fitness, music and academic assistance. This program is free with limited registration.
- All after school children participated in the Lights on After School celebration held at the Scottsdale Center for the Arts. This event featured performances by the children as well as the ASU mascot, Scottsdale Gymnastics Troup, Valley Cheer Dynamics and the Scottsdale International Club.
- Total Enrichment Programs were held at 5 school and 3 park locations providing a full day of fun and safe recreational programming for 2034 youth.
- Intersession Programs at the same locations had an attendance of 537.

### **Leisure Education & Facility Booking**

- Registered 10,034 individuals for recreational programs.
- Booked 2,988 Facility Reservation Contracts and generated \$542,579 in revenue for the year.
- Upgraded the automated registration system for improved customer service.
- Produced and distributed over 400,000 quarterly Recreation Program Brochures.

### **Recently Completed Projects**

- Chaparral Lake—renovation to improve water conservation, and upgrade wildlife habitat.
- Chaparral and Eldorado Pool Renovations.
- Vista del Camino—completion of design for facility renovation.

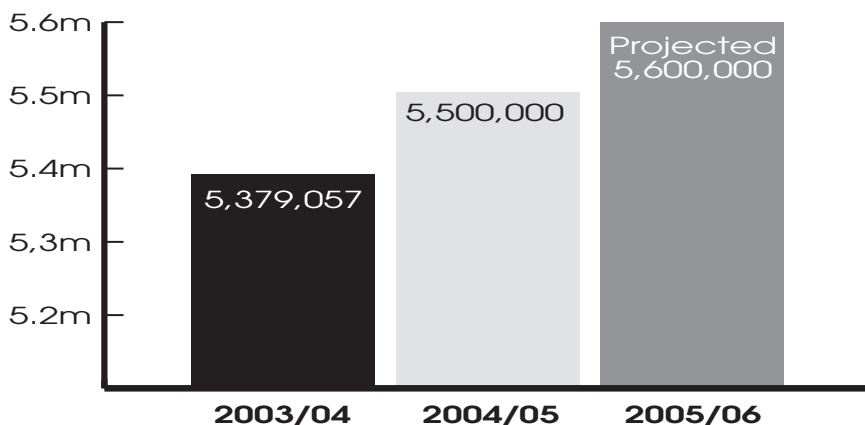
### **Future Projects**

- CAP Basin—construction of a 10 field Sports Complex and various recreation amenities. Scheduled to open in the fall of 2006.
- McDowell Mountain Ranch Park—begin construction of phase III including aquatic center, fitness center, skate park and various other recreational amenities. Scheduled to open the summer of 2006.
- Chaparral Park Extension including Ballfield Renovations and new Off Leash Area to be completed in 2006/2007.

## PERFORMANCE MEASURES

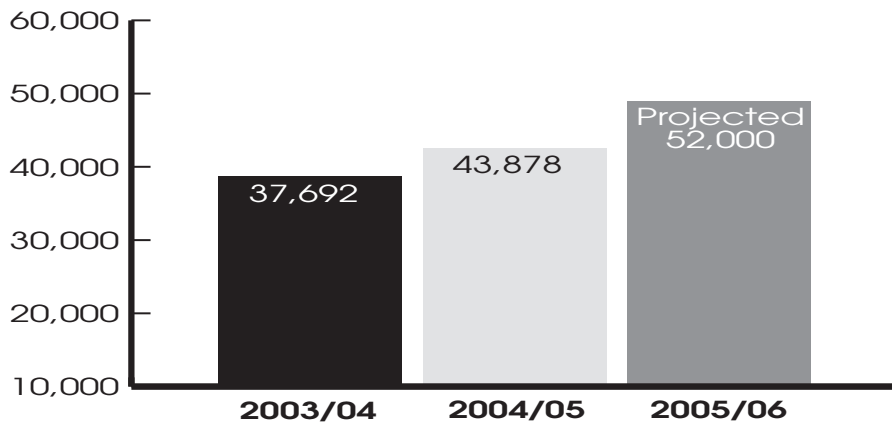
### Customer Contacts

Customer contacts increased by 120,943 or 2.2% in 2004/05.



### Program Registration

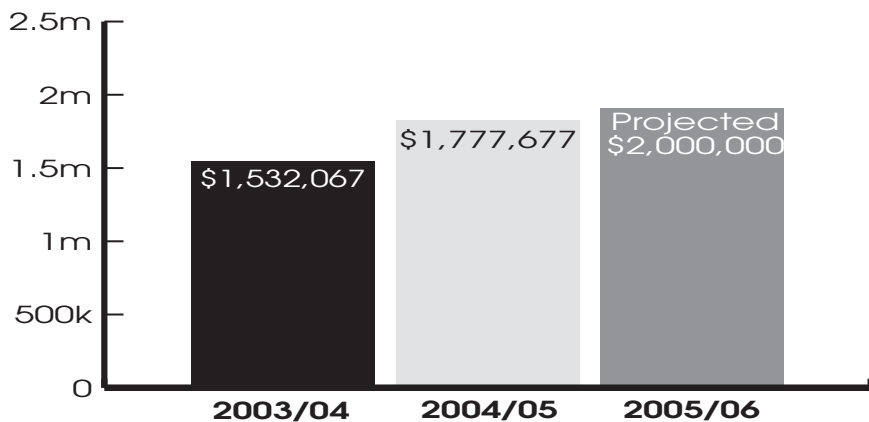
Program registration numbers increased by 2,357 or 5.6% in 2004/05.





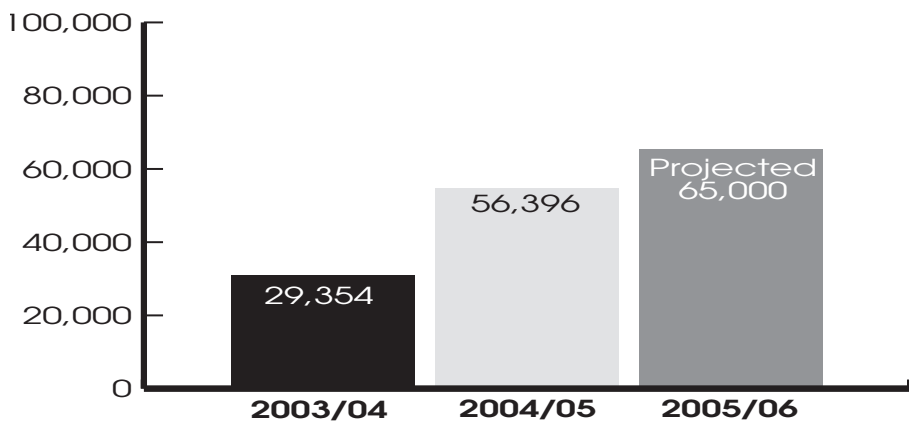
## Revenues

Revenues increased by \$134,064 or 8.1% in 2004/05.



## Donations

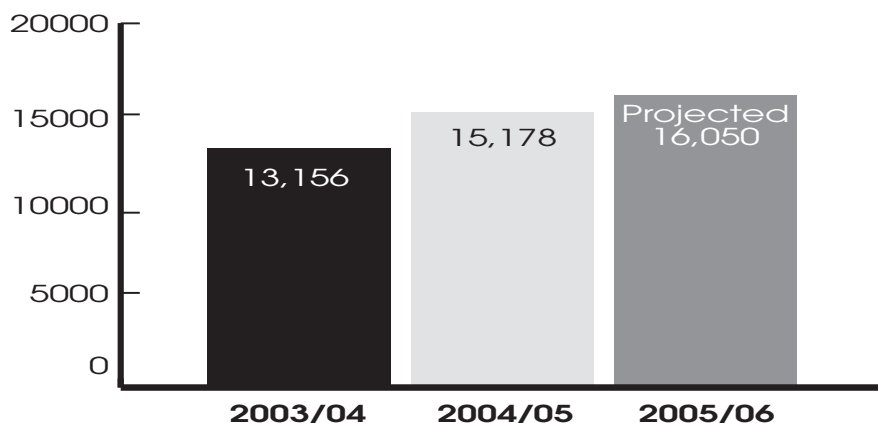
Donations to the Division increased by \$27,042 or 92%.



## PERFORMANCE MEASURES

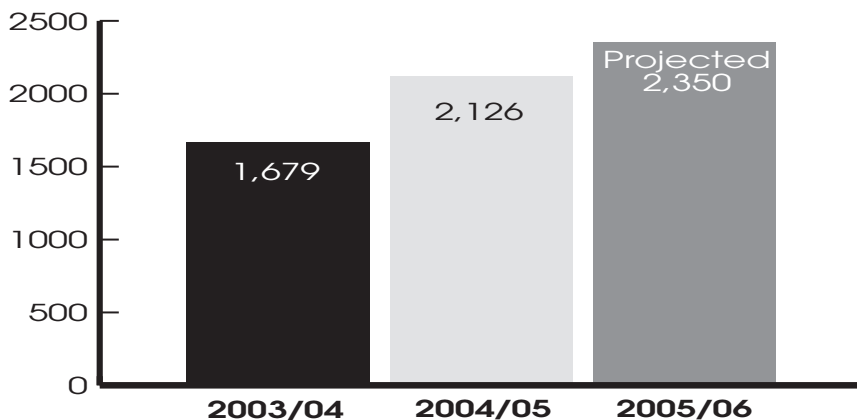
### Volunteer Hours

Volunteer hours increased by 1,982 or 15% in 2004/05.



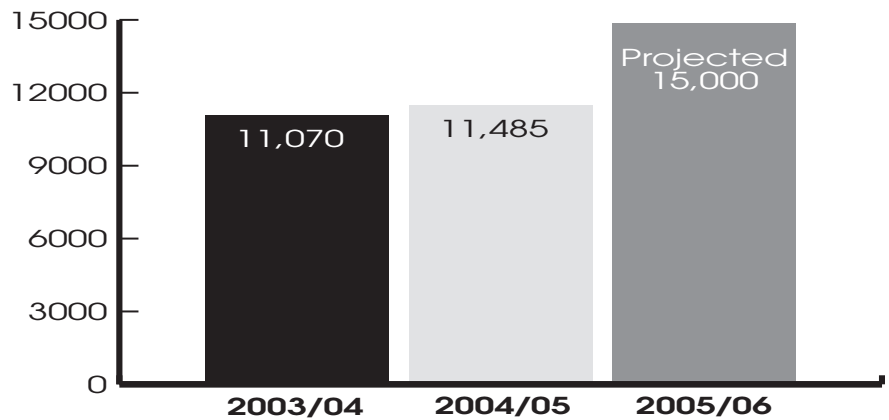
### Number of Volunteers

The number of volunteers increased by 477 or 26% in 2004/05.



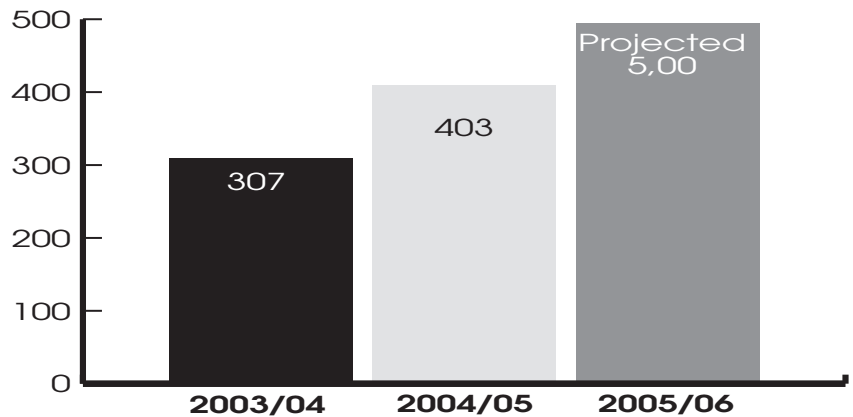
### Youth Corps Hours

Youth Corps increased by 415 hours or 3.7% in 2004/05.



### Number of Youth Corps

Youth Corps numbers increased by 96 or 31% in 2004/05.



# PARKS AND RECREATION

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